Aristocrat Files Suit to Defend Buffalo™ Brand and Intellectual Property Against Trademark and Trade Dress Infringement

LAS VEGAS (March 8, 2018) – Aristocrat has filed a suit in the United States District Court in Nevada against AGS, LLC and PlayAGS, Inc. alleging federal trademark and trade dress infringement, as well as unfair competition.

Aristocrat is defending its proprietary Buffalo™ brand, franchise, and intellectual property.

Aristocrat's Buffalo is one of the most popular and recognized brands in the gaming industry. The Buffalo series includes the original Buffalo game, as well as many subsequent versions, such as Buffalo Stampede™ and Buffalo Grand™.

"We will aggressively protect our market-leading brands and intellectual property in every jurisdiction. Buffalo is an iconic game franchise and an enduring player favorite. With this suit, Aristocrat is defending the brand and standing up against trademark and trade dress infringement, consistent with the best interests of customers and our company," said Matt Wilson, Managing Director of the Americas.

Aristocrat filed the complaint on March 6, 2018 and has requested a jury trial. Aristocrat is seeking that AGS be preliminarily and permanently enjoined from all trademark infringement, false designation of origin, and unfair competition. Aristocrat is also seeking damages and other relief.

About Aristocrat
Aristocrat Technologies Inc. is a subsidiary of Aristocrat Leisure Limited (ASX: ALL), a leading global provider of land-based and online gaming solutions. The Company is licensed by more than 200 regulators and its products and services are available in more than 90 countries around the world. Aristocrat offers a diverse range of products and services including electronic gaming machines and casino management systems. For further information, visit the company's website at www.aristocrat-us.com.

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Contact:
Paul Speirs-Hernandez, Steinbeck Communications
+ 1 (702) 413-4278, paul@steinbeckcommunications.com